

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

ATTY DOCKET NO.

7791-0092-25X DIV

SERIAL NO.

NEW APPLICATION

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE  
HEREWITHGROUP  
UNASSIGNED

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>QJH</i>	AA	5,687,322	11/11/97	Deaton et al.	705	14	
<i>QJH</i>	AB	5,806,044	09/08/98	Powell	705	14	
<i>QJH</i>	AC	5,857,175	01/05/99	Day et al.	705	14	
<i>QJH</i>	AD	5,832,457	11/03/98	O'Brien et al.	705	14	
<i>QJH</i>	AE	5,855,007	12/29/98	Jovicic et al.	705	14	
<i>QJH</i>	AF	5,201,010	04/06/93	Deaton et al.	705	14	
<i>QJH</i>	AG	5,237,620	08/17/93	Deaton et al.	705	14	
<i>QJH</i>	AH	5,621,812	04/15/97	Deaton et al.	705	14	
<i>QJH</i>	AI	5,592,560	01/07/97	Deaton et al.	705	14	
<i>QJH</i>	AJ	5,642,485	06/24/97	Deaton et al.	705	14	
<i>QJH</i>	AK	5,644,723	07/01/97	Deaton et al.	705	14	
<i>QJH</i>	AL	5,305,196	04/19/94	Deaton et al.	705	14	
	AM						
	AN						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION	
					YES	NO
	AO					
	AP					
	AQ					
	AR					
	AS					
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	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

*John V. Hayes*

Date Considered

*12/20/2000*

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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UNKNOWN

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>12/21</i>	AA	5,848,396	12/08/98	Gerace	705	10	
<i>12/21</i>	AB	5,761,648	06/02/98	Golden et al.	705	14	
<i>12/21</i>	AC	5,056,019	10/08/91	Schultz et al.	705	14	
<i>12/21</i>	AD	5,353,218	10/04/94	De Lapa et al.	705	14	
<i>12/21</i>	AE	5,459,306	10/17/95	Stein et al.	235	383	
	AF						
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## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
<i>12/21</i>	AO	WO 97/23838	07/03/97	WIPO	XX	
<i>12/21</i>	AP	0 512 509 A2	11/11/92	Europe	XX	
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	IntelliQuest Looks For Interaction With Loyalty. Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998
	AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998
	AY	In this Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989 <sup>1</sup>
	AZ	

Examiner

*John W. Hayer*

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<sup>1</sup>Date is assumed based on date below the Space Shuttle picture.

Form PTO 449  
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## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>JH</i>	AA	5,283,731	02/01/94	Lalonde et al	705	26	
<i>JH</i>	AB	5,649,114	07/15/97	Deaton et al	705	14	
<i>JH</i>	AC	5,855,008	12/29/98	Goldhaber et al	705	14	
	AD						
	AE						
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## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION	
					YES	NO
<i>JH</i>	AO	DE 196 41 092 A 1	04/09/98	Germany		X
<i>JH</i>	AP	WO 97/12486	04/03/97	WIPO	X	
<i>JH</i>	AQ	EP 0 822 535 A2	02/04/98	Europe	X	
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	AS					
	AT					
	AU					
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jc135 U.S. P.  
09/472197

12/27/99

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EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>JH</i>	AA	4,882,675	11/21/89	Steven NICHTBERGER, et al.	705	14	
<i>JH</i>	AB	5,249,044	09/28/93	Henry VON KOHORN	725	23	
<i>JH</i>	AC	5,285,278	02/08/94	Michael J. HOLMAN	725	23	
<i>JH</i>	AD	5,287,181	02/15/94	Michael J. HOLMAN	348	473	
<i>JH</i>	AE	5,380,991	01/10/95	Luis VALENCIA, et al.	235	383	
<i>JH</i>	AF	5,483,049	01/09/96	Everett E. SCHULZE, JR.	705	14	
	AG						
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<i>JH</i>	AO	WO 98/15907	04/16/98	WIPO	XXX	
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	AS					
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